CHAPTER 1

INTRODUCTION

1.1 Background to the Topic

People, most of them, think that every sign is the same. They instantly say that every sign is symbol. They think that what they see has same relationship between the sign and its meaning. For instance, if someone seesa silhouette of Monalisaon the back of T-shirt, he or she will think that it is a symbol of something. Eventually, every sign is not always a symbol; sign could be an icon, or index. There is a distinctive line that make one sign is different fromthe other.

The problemabove usually happens because most peoplerefer to something in general when they make a connection between sign and its meaning. When they refer to something in general, they will always assume that every sign is symbol because symbol is too general. So how about something specific? Some people that studied linguistic have another term for those signs that has specific idea behind its meaning. This is called icon by some linguist.

As the answer to the problem which occurs within most of people life related to sign, this job training report gives the knowledge about sign and its meaning. Later, this job training report gives basic description about symbol, icon and what lies between them and the differences between them. All of those things are related with basic semiotics as the field of this study. Therefore, the writer entitles this report as **The Analysis of Symbols and Icon in Loubelle Shop's product.**

1.2 Scope

Usually, some people make an instant connection when they see a sign; for example, most people say that “it is the symbol of illuminati” when they see a triangle. Some people will say that it is true, because symbol is made by people within society. The problem is symbol can be icon if it is shown million times and people become familiar with it. That is why an instant connection is made if people perceive a sign. Related to the explanation, this study is done as an attempt to analyze the sign for some products in Loubelle shop. Thus, the detailed problems to investigate are as follows:

1. What are types of signfound in someof Loubelle Shop’s products?
2. What are the characteristics of the signs indicating that the products are symbol, icon, or symbolic-iconic mode?
3. What are thegeneral interpretations involved in the symbol, the icon, or the symbolic-iconic mode?

1.3 Objectives

Essentially, the goal of this job training reportisto give people a reason why they should treat every sign differently. If we know the differences between symbol and icon, we might receive more information about the meaning of certain symbol or icon.This job training report also gives the information about what lies between certain symbol and icon only based on their basic description. To make people more aware about what is happening around them, some knowledge must be given. Hopefully, this job training report will lead people to make a different

point of view about what they see around them. That is why this information about symbol and icon become essential because symbol and icon are part of sign systems that we use in life. Thus, to know the different between symbol and icon is important. In addition, there are some objectives of this job training report, namely:

1. To analyze types of sign found in some of Loubelle Shop's products.
2. To find out the characteristics of the signs indicating that the products are symbol, icon, or symbolic-iconic mode?
3. To describe the general interpretations involved in the symbol, the icon, or the symbolic-iconic mode?

1.4 Significance to Knowledge

This job training report tends to give the information about the differences between symbol and icon because most of people usually think every sign is symbol. They are not always the same because every sign has their own meaning. This job training report hopefully will give a different point of view about sign so that people will not make an instant connection between sign and its meaning when they see certain symbol or icon.

Theoretically, the study of basic semiotics is essential to linguistic. Language always develops into higher level. This study of basic semiotics makes significant movement in analyzing language structure. Because language is part of sign systems, study of basic sign affect on how linguist analyzes deep structure within language both systematically and historically. The development of signs depends

on its usage within society. Thus this study of basic semiotics leads us to study of sociolinguistics in advance.

1.5 Framework of the Theories

To support the topic in this report, the writeruses the theory from Ferdinand de Saussure and the American philosopher Charles Sanders Peirce that is summarized in Daniel Chandler's Book called**The Basic Semiotics** second edition (2007). Peirce said that,

> *A symbol is "a sign which refers to the object that it denotes by virtue of a law, usually an association of general ideas, which operates to cause the symbol to be interpreted as referring to that object"* (Chandler, 2007:39).

Symbol is that something created by a group of society to make a communication is easy to conduct. There is certain idea or meaning of something which later that group of society agreed to use it and called symbol. Symbols that are surrounded our life have meanings that we all know that it exists. Symbol also can be a substitution of the thing that is familiar to us. Sign of parking, sign of "open" in the restaurant, or sign of "no smoking" are symbols that substitute the meaning behind the graphic or sign. Take one example, when we see the word "open" in front of the shop, it indicates that the shop is ready to serve customer, instead of saying "we are ready to serve you, customer"; the shop use sign "open" that substitute the meaning behind it.Later Peirce said that a symbol is "a conventional sign, or one depending upon habit (acquired or inborn)" (Chandler, 2007:39). That is why a symbol is used to make things conventional or easy. Because the group

of society use signs as substitutions for delivering a communication in everyday life, the process of making symbols havebecome a habitual activity. In the process of making symbol, they inborn or in the other word, create a new symbol. For those symbols which are acquired, they usually make symbols based on what they see and input a meaning inside them and then use it as substitutions. For example, some people in the society see a couple of pigeons every day. They see what those pigeons do as behavior which is full of compassion to each other. Then, they catch the essence of this behavior, input it in a sign of two pigeons, and create a symbol of pigeons that is associated with compassion.

Based on the Peirce's theories about symbols, these are the characteristics of symbol:

1. It refers to the meaning that is well-known by a group of society to conduct an efficient communication,
2. It contains a general meaning or idea that is close to habitual life,
3. Based on agreement within society that use the symbol, different society may use different symbol to represent the same idea or sometimes the same symbol has different idea or meaning.

Icon, in the other way, has some characteristics too. Peirce declared that an iconic sign representsits object 'mainly by its similarity' (Chandler, 2007:40).Object means the real thing that is represented by the sign. Iconic mode refers to something real in real life, but only as a copy of it. Icon only has similarity to the real thing. For example, picture of Monalisa represents the real Monalisa. Thus, to be iconic, sign must be recognizable by people, it cannot be

something that someone created without any publication.Peirce also said that icon also “have qualities which resemble those of objects they represent” (Chandler, 2007:40) Sign can be called icon if it has relation to the real object, in the other way, icon is sign that is created from something real. Landmarks, popular people, and popular figures are common example for icon. Later, Pierce said that “icon has no dynamical connection with the object it represents” (Chandler, 2007:40) No matter where we put sign of popular sign, such as public figures in silhouette for example, the connection between sign and its meaning will directly attach. For example, if someone put the Eifel tower image on the T-shirt, people will instantly recognize that it is the Eifel tower, the icon of the city of Paris. Even though the picture is not the real tower, people will have the “sensation” or picture of Paris in their mind.

Based on Peirce’s theories of icon, icon can be analyzed by these characteristic:

1. Icon only represent the similarity of the real object,
2. Sign can be an icon if it resemble the real object that is well-known by people, or certain group of people,
3. Icon must be easily recognized

However,Semioticians generally maintain that there are no ‘pure’ icons. (Chandler, 2007: 41) This is acceptable because icon must havea general idea that lies behind its recognizable form. This is called “iconic-symbolic” mode. If we take a look closely to each characteristic of both icon and symbol, there is a thin line that is separated them. If icon is created from something that is real, symbol is

also can be created from something real. For example, sign of bird is the symbol of freedom, but it is also the icon of bird itself because the image of bird is easily recognized by people who see it. Thus, based on the each characteristic, iconic-symbolic possibly occur in certain sign.

1.6 Research Method

The method used in this research is analytic descriptive. The writer first describes the symbols and icons based on what happen in real life; in this matter, the symbols and icons that are used in a product and then makes the analysis about those symbols and icons and gives the interpretations about those. The writerexplainstwo variables of each other, two variables of symbols and two of icons. In advance, there is a situation where icon and symbolare blended. This job training report also analyzes this blending situation called iconic-symbolic mode and how this could occur in certain sign.